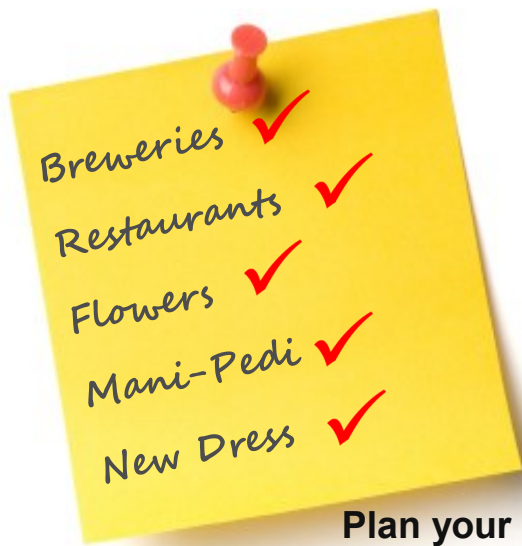


A DATE WITH MADISON

Love Grows Madison's Economy

May 2016



Plan your date night with
FindMoreMadison.com

Did you know....

- ⇒ \$19.7 Billion was spent in the U.S. for Valentine's Day
- ⇒ 58% of women don't believe a date needs to be expensive
- ⇒ \$65.69 is spent on the average date

Dates don't need to be pricey. Pack a picnic and spend Sunday afternoon on Rainbow Mountain or biking one of the greenways. Thursday evening concerts at the gazebo, in Historic Downtown Madison, are a great place to meet up with friends. A date can even take place in your own back yard enjoying the night sky.



Aristotle said: men fancy that external goods are the cause of happiness [but] leisure of itself gives pleasure and happiness and enjoyment in life. Smart guy. Studies show that the immediate excitement felt upon receiving a gift quickly fades, but the feelings of happiness continue to grow after a pleasant experience. The time spent together, whether at an expensive restaurant or a free concert, forms the memory that is banked for future reference. Withdrawing happiness from our memory bank, instead of withdrawing money from the bank, is what funds life-long joy.

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